Introduction to the

1992 Economic Census

Retail Trade



Wholesale Trade



Service Industries



Transportation, Communications, and Utilities



Financial, Insurance, and Real Estate Industries



Manufactures



Mineral Industries



Construction Industries



U.S. Department of Commerce Economics and Statistics Administration BUREAU OF THE CENSUS

CENSUS DATA GIVE THE COMPETITIVE EDGE

The Economic Census is the primary source of detailed facts about the Nation's economy. Census data are essential for government, business, and the public.

Market share	Businesses compare their sales to census totals for their industry or area to make plans and evaluate
	to make plans and evaluate

performance.

Targeting Companies use census data to lay out territories, allocate advertising, and locate new stores or offices.

Business to business to other businesses use census data to target industries for marketing.

Manufacturers look at statistics on materials consumed to learn about

industries that use their products.

Operating

Businesses compare their operating ratios

ratios to census averages to see how they stack up to the competition.

Research Consultants and researchers use census data to analyze changes in economic structure and location.

Monitor Important measures of economic activity, including Monthly Retail Sales and the Gross Domestic Product (GDP), are

based on census data.

Associations and news media study census data to find key business

facts and project trends.

ment

Legislation and economic develop
Legislators use census data in the preparation and evaluation of new laws. State and local governments monitor census data to understand their

economic base and attract new business.

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INTRODUCTION

The Economic Census provides a detailed portrait of the Nation's economy once every five years, from the national to the local level.

The 1992 Economic Census reflects the greatest increase in scope since the 1930's. With the addition of remaining parts of the service sector, the census covers nearly all of the U.S. economy. There are eight major components of this census:

- Retail Trade
- Wholesale Trade
- Service Industries
- Financial, Insurance, and Real Estate Industries
- Transportation, Communications, and Utilities
- Manufactures
- Mineral Industries
- Construction Industries

There also are several related programs, including statistics on minority- and women-owned businesses. Censuses of agriculture and governments are conducted at the same time.

Results from the census are being issued in over 500 printed reports and on CD-ROM, starting in late 1993 and continuing for more than 2 years.

HOW THE DATA ARE COLLECTED

The 1992 Economic Census measures activity during calendar year 1992. Census forms were mailed to more than 3.5 million companies in December 1992, with a due date of February 15, 1993. There were over 500 versions of the census form, each customized to particular industries. Some companies, because of their very small size, did not receive a census form.

The Economic Census is mandated by law under title 13 of the United States Code (sections 131, 191, and 224). The law requires firms to respond and specifies penalties for firms that fail to report.

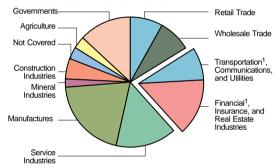
The law also requires the Census Bureau to maintain confidentiality. Individual responses may be seen only by sworn Census Bureau employees. No data are published that could reveal the identity or activity of any business.

COVERAGE

Figure 1 below portrays the major sectors and their relative contributions to the Gross Domestic Product (GDP). Together with the separate censuses of agriculture and governments, the Economic Census covers 98 percent of economic activity; nearly one quarter is in sectors covered for the first time in 1992. Figure 2 shows how the number of sectors covered in the Economic Census has increased over time.

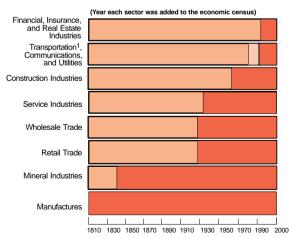
Figure 1.

Coverage of the 1992 Economic Census in Terms of Contribution to GDP



¹Sectors newly covered in 1992.

Figure 2. **Increasing Economic Census Coverage**



¹Some transportation industries were covered in 1987.

HOW THE DATA ARE CLASSIFIED

Economic Census statistics are collected and published primarily by "establishment." An establishment is a business or industrial unit at a single physical location that produces or distributes goods or performs services, for example, a single store or factory.

Many companies own or control more than one establishment, and those establishments can be located in different areas or be engaged in different kinds of business. By collecting separate information for each establishment, the Economic Census can include detailed data for each industry and area.

Industrial Classification

The industrial statistics issued in the Economic Census are based on the 1987 Standard Industrial Classification (SIC) system, as defined by the U.S. Office of Management and Budget. The SIC categorizes establishments by the principal activity in which they are engaged.

The SIC system classifies the Nation's economic activities at four levels of detail:

SIC level	Example
Broad divisions	Manufacturing
Major groups	SIC 35, Industrial Machinery and Equipment
Industry groups	SIC 357, Computer and Office Equipment
Industries	SIC 3571, Electronic Computers

This hierarchic structure lets the Census Bureau summarize industry data at several levels of detail. The Census Bureau also has developed additional classifications that extend the 495 manufacturing and mining industries into thousands of product categories. Similar groupings of product or service lines are provided for retail trade, wholesale trade, service industries, and financial industries.

The economic census covers more than 900 out of some 1,000 industries within the SIC system.

Figure 3. SIC Coverage in Census Programs

SIC ran	ge Economic Sector
01-02, 07-09	Census of Agriculture (excludes agricultural services, forestry, and fisheries)
10-14	Census of Mineral Industries
15-17	Census of Construction Industries
20-39	Census of Manufactures
40-49	Census of Transportation, Communications, and Utilities (excludes U.S. Postal Service. Only National data provided for large certificated passenger air transportation and for rail transportation)
50-51	Census of Wholesale Trade
52-59	Census of Retail Trade
60-67	Census of Financial, Insurance, and Real Estate Industries
70-89	Census of Service Industries (excludes elementary and secondary schools; colleges; labor, political, and religious organizations and private households)
91-97	Census of Governments (data not presented by SIC)
99	Nonclassifiable units (not covered)
NOTE:	Sectors included in the Economic Census are shown in bold type.

Geographic Classification

The most detailed data are provided for the U.S. as a whole. Key statistics are available for States, metropolitan areas (MA's), counties, and places with 2,500 or more inhabitants. Limited data are provided for ZIP Codes and Congressional Districts. Fewer statistics appear for smaller areas to avoid disclosing information about individual firms. The level of geographic detail varies by sector, as shown below.

Figure 4.

Geographic Areas in the 1992

Economic Census

Sector	States	MA's	Coun- ties	Places 2500+	ZIP Codes
Retail Trade	Х	Х	Х	Х	Х
Wholesale Trade	Х	Χ	Χ	Χ	
Service Industries	X	Χ	X	Χ	Χ
TCU ¹	X	Χ			
FIRE ²	X	Χ			
Manufactures	X	X	X	Χ	Χ
Mineral Industries	Χ		Χ		
Construction Industries	s X	Χ			

¹ Transportation, Communications, and Utilities ² Financial, Insurance, and Real Estate Industries

BASIC CENSUS CONTENT

Several key statistics are tabulated for all industries covered in the economic census, as illustrated in figure 6, on pages 10-11.

- Number of establishments (or companies)
- Number of employees
- Payroll
- Measure of output (sales, receipts, revenue, value of shipments, or value of construction work done.

Other items vary by sector, as illustrated in figure 5, on pages 6-7.

Figure 5.

Major Data Items Published in Final Reports of the Basic Censuses by Geographic Level of Detail

NUMBER OF ESTABLISHMENTS AND FIRMS Establishments with payroll Establishments without payroll (nonemployers) Single—unit and multiunit establishments Establishments by legal form of organization Firms
EMPLOYMENT All employees Production (construction) workers/hours Employment size of establishment Employment related to exports
PAYROLL All employees, entire year All employees, first quarter Production (construction) workers Supplemental labor costs, legal/voluntary
SALES, RECEIPTS, OR VALUE OF SHIPMENTS/ CONSTRUCTION WORK DONE Establishments with payroll Establishments without payroll By specific product, line, or type of construction By class of customer Sales size of establishment Value of exports
OPERATING EXPENSES Total Cost of materials, etc. Specific materials consumed (quantity/cost) Cost of fuels Cost of electricity Energy consumed (quantity/cost) Contract work Products bought or sold (resales) Advertising Rental payments Communications services Purchased repairs Legal services Accounting and bookkeeping services Software and other computer services Refuse removal services
Value added . Net income produced . Capital expenditures, total . New . Assets . Inventories . Industry specialization and coverage .

(*Legend:* ●–National, States, MA's, counties, and places. M–MA's, States, and National. C–Counties, States, and National. S–States and National. N–National only. Z–ZIP Codes¹.)

5–5la	tes and	inational.	in-ina	tionai oniy.	Z-ZIP	Codes ₁ .)	
Re- tail Trade	Whole- sale Trade	Ser- vice Indus- tries	TCU	FIRE	Manu- fac- tures	Min- eral In- dus- tries	Con- struc- tion Indus- tries
•Z • ² N N N	• N N N	•,Z •² N N	M S N N	M S N N N	●,Z N N S	C N N S	M S N N
•,Z C³,Z	• N	•,Z •³,Z	M N	M N	• • • ⁴ ,Z S	C C N	M S S
•,Z • N	• • N	•,Z •² N	M M	M M	• • S	C C S	M S S S
•,Z • M ³ N C,Z	• M ^{3.5} N N	•,Z • M ^{5.6} M ^{5.6} C,Z S ^{5.6}	M S M ⁵ N ⁶ N	M S M ⁵ N N ⁶	• N S	C N	M S S
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SPECIAL CENSUS PROGRAMS

Minority- and Women-Owned Businesses

Tabulations of sales, employment, and payroll, by industry, geographic area and legal form of organization, for businesses owned by—

- Blacks
- Hispanics
- Asian Americans, American Indians, other minorities
- Women

Characteristics of Business Owners

Data for firms owned by Blacks, Hispanics, and other minorities and women are presented alongside data for businesses owned by nonminority males. The report includes national information on:

- Ownership characteristics (e.g., age, education, work experience, participation in management)
- Business characteristics (e.g., acquisition, financing, before-tax income or loss)

Enterprise Statistics

This program counts companies rather than establishments as in the rest of the Economic Census. Establishments under common control are grouped to show economic characteristics of the controlling firms at the national level. Data also are included on auxiliary establishments providing services to other parts of the same company.

Transportation Surveys

The *Truck Inventory and Use Survey* reports on the physical characteristics and operational use of the Nation's 60 million private and commercial trucks.

The Commodity Flow Survey reports on the origin and destination of commodities shipped from selected industries. (See also page 9.)

Economic Censuses of Outlying Areas

These special censuses provide data on retail trade, wholesale trade, services industries, construction industries, and manufactures for—

- Puerto Rico
- Virgin Islands of the United States
- Guam
- Commonwealth of the Northern Mariana Islands

WHAT'S NEW FOR 1992?

New Industries Covered

The 1992 Economic Census is expanded to include most economic activity not previously covered. Covered for the first time are establishments classified in the communications, utilities, financial, insurance, and real estate industries, and some transportation industries. Overall, some 90 new industries have been added to the Economic Census.

Women-Owned Corporations

For the first time, the 1992 Survey of Womenowned Businesses includes information on all corporations owned or controlled by women. In previous censuses, the report included only sole proprietorships, partnerships, and Subchapter S corporations.

New Metropolitan Area Definitions

The 1992 Economic Census metropolitan area definitions are based on the 1990 Census of Population (June 1993 definitions). Most of the titles are unchanged from 1987, but over one-half of the existing metropolitan areas have new boundaries. There are also a few new metropolitan areas.

Purchased Services

For 1992, additional information on expenses were reported for most industries. New expense items include legal; accounting and bookkeeping; advertising; software and data processing; and refuse removal services.

New Transportation Survey

The Commodity Flow Survey reports on the origin and destination of commodities shipped from manufacturing, mining, wholesale, service, and selected retail establishments. The survey provides data for States and transportation regions on type of commodity, shipment size, and mode of transportation. Selected tabulations include indicators of hazardous materials, containerization, and shipments for export.

HOW THE DATA ARE PUBLISHED

Printed reports are issued for each sector. The most common report series are—

- Geographic Area Series (all sectors) provide detail for establishments with employees, for the Nation, States, and substate areas.
- Nonemployer Statistics (retail, services, TCU, and FIRE) complement the geographic area reports for establishments without paid employees.
- Industry Series (manufactures, mining, and construction) provide national totals on groups of related industries and their products, with limited data for States.
 Preliminary reports issued in early 1994 are superseded by final reports several months later.
- Subject Series (all sectors) provide National and limited State and MA data on special topics including Merchandise Line Sales, Concentration Ratios in Manufacturing, and Establishment and Firm Size.

Figure 6. Summary Statistics for Counties With

Geographic area and kind of business
DENVER COUNTY
Retail trade
Building materials and garden supplies stores
Building materials and supply stores Lumber and other building materials dealers Paint, glass, and wallpaper stores
Hardware stores Retail nurseries, lawn and garden supply stores Manufactured (mobile) home dealers
General merchandise stores
Department stores (incl. leased depts.)¹ 2
Food stores
Grocery stores Meat and fish (seafood) markets Retail bakeries

CD-ROM's contain the same data as printed reports, plus some data available nowhere else.



- ZIP Code data (retail, service, manufacturing)
- Merchandise line sales for States, metro areas
- Nonemployer statistics (retail, service) for counties and places.
- Location of manufacturing plants
- Women- and minority-owned businesses in small areas.
- Selected historical data allow study of change in our economy

CD-ROM is the least expensive way to acquire all data released in the 1992 Economic Census—all of the data brought together on a single device. See page 15 for more CD-ROM information.

Later CD-ROM's will contain Truck Inventory and Use Survey **microdata** and results of the 1993 Commodity Flow Survey.

CENDATA ™, the Census Bureau's online service, provides highlights for the economic census plus current economic statistics.

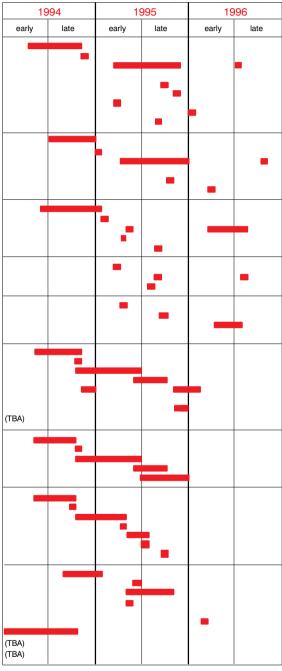
350 Establishments or More: 1992

Estab- lishments (number)	Sa (\$1 ,0	ales	pe	inual iyroll 000)	Paid employees for pay period including March 12 (number)
3 498	3 822			959	43 588
83	150	759	21	486	1 051
46 34 12	122 113 8			626 332 294	708 636 72
29 8 -	24 4	138 040 -	5	167 693	304 39
35	331	880	34	747	2 922
12 12 10 13	271 263		28	(NA) 181 (D) (D)	(NA) 2 439 CC EE
290	727	754	88	768	5 357
188 7 52	701 : 2 : 12 :	019		972 117 051	4 657 10 522

Figure 7.
Approximate Publication Schedule for 1992 Economic Census Reports

Census Title	Series Title	Series Designation
RETAIL TRADE	Geographic Area U.S. Summary Subject	RC92-A-1 to 51 RC92-A-52 RC92-S-1,2, and 4
	Merchandise Line Sales: United States	RC92-S-3
	States and MA's	RC92-S-3#
	Nonemployer Statistics	RC92-N-1#
	Special report	RC92-SP
	ZIP Code Statistics	RC92-Z#
WHOLESALE	Geographic Area	WC92-A-1 to 51
TRADE	U.S. Summary	WC92-A-52
	Subject Commodity Line Sales:	WC92-S-1, 2, and 4
	United States	WC92-S-3
	15 States, 15 MA's	WC92-S-3#
SERVICE	Geographic Area	SC92-A-1 to 51
INDUSTRIES	U.S. Summary	SC92-A-52
	Subject	SC92-S-1 to 5
	Nonemployer Statistics	SC92-N-1#
	ZIP Code Statistics	SC92-Z#
TRANSPORTATION,	Geographic Area	TC92-A-1
COMMUNICATIONS,	Subject	TC92-S-1 to 2
AND UTILITIES	Nonemployer Statistics	TC92-N-1
FINANCIAL,	Geographic Area	FC92-A-1
INSURANCE, AND	Subject	FC92-S-1
REAL ESTATE	Nonemployer Statistics	FC92-N-1
INDUSTRIES		
MANUFACTURES	Preliminary Industry	MC92-I-20A(P) to 39D(P)
MARTONACIONEC		
MANOTACTORES	U.S. Summary	MC92 - SUM - 1(P)
MANOTACTORIZO	U.S. Summary Industry	MC92-I-20A to 39D
MARCI ACTORES	U.S. Summary Industry Geographic Area	MC92-I-20A to 39D MC92-A-1 to 51
MANO ACTORES	U.S. Summary Industry	MC92-I-20A to 39D
	U.S. Summary Industry Geographic Area Subject Location of Manufac – turing Plants	MC92-I-20A to 39D MC92-A-1 to 51 MC92-S-1 to 4 MC92-LM#
	U.S. Summary Industry Geographic Area Subject Location of Manufac-	MC92-I-20A to 39D MC92-A-1 to 51 MC92-S-1 to 4
MINERAL	U.S. Summary Industry Geographic Area Subject Location of Manufac – turing Plants	MC92-I-20A to 39D MC92-A-1 to 51 MC92-S-1 to 4 MC92-LM# MC92-AR-1 to 2
	U.S. Summary Industry Geographic Area Subject Location of Manufac— turing Plants Analytical	MC92-I-20A to 39D MC92-A-1 to 51 MC92-S-1 to 4 MC92-LM# MC92-AR-1 to 2
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Projected Availability¹



WHERE TO GET MORE INFORMATION

Several sources provide detailed information about the Economic Census, the availability of census results, and how to obtain data products. Use the form on the back cover to request copies of these references and order forms for publications and CD-ROM's.

Guide to the 1992 Economic Census and Related Statistics

This reference describes the scope, coverage, classifications, data items, and publications for each of the economic censuses, and for related surveys that provide monthly, quarterly, and annual data. The Guide also reviews other Census Bureau data series (agriculture, foreign trade, population, housing, etc.) that provide valuable economic information.

1992 Economic Census Publication Order Forms

These forms list every data product planned for the 1992 Economic Census, including prices, stock numbers, and scheduled release dates.

Census and You

This monthly newsletter covers Census Bureau programs and data products. *Census and You* also announces conferences and workshops and describes new releases and reference materials.

Census Catalog and Guide

This annual publication describes all data products issued by the Census Bureau up to the start of the current year. The 1994 edition, which covers 5 years, includes all products from the 1987 Economic Census. Each edition of the Catalog and Guide also lists sources for more information, including Census Bureau specialists by subject, State Data Centers and affiliates, and depository libraries.

Monthly Product Announcement

This free monthly publication updates the Catalog and Guide with ordering information for every Census Bureau product released during the previous month.

Census Bureau Electronic Bulletin Board
 This free bulletin board system (BBS) provides online access to press releases, CD-ROM software updates, and user notes.

Telephone contacts and sources of local information are listed on pages 16-17.

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SIC/Description	Number of establishments	Sales (\$1,000)	Number of employees	
Retail Trade	455	690,014	6,704	
52 Bldg matrls/grdn sup	19	22,812	154	
521,3 Bldng matrls & supp.	13	16,992	93	
525 Hardware stores	3	(D)	20-99	
526 Rtl nurseries,garden	3	· (D)	0-19	
527 Mfg mobile homes	0	0	0	
53 General merchandise	10	95,342	885	

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For information about specific sectors, programs or data products, contact:

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FOR LOCAL ASSISTANCE

There are a variety of resources in your area that can help you find more information about the economic census. Addresses are shown in the **Census Catalog and Guide**.

Regional Offices in 12 large cities are listed on the back cover. Information specialists can answer questions about availability and uses of census data.

State Data Centers (SDC) and their affiliates, located in all States, the District of Columbia, Puerto Rico, Guam, the Commonwealth of the Northern Mariana Islands, and the Virgin Islands of the United States, have recent reports and CD-ROM's for their respective areas.

Business and Industry Data Centers are an extension of the SDC program in about half of the States. These centers and their affiliates specialize in economic data for business data users.

Government depositories in the reference sections of many university and community libraries maintain collections of economic census reports and electronic media.

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